

FIG. 1

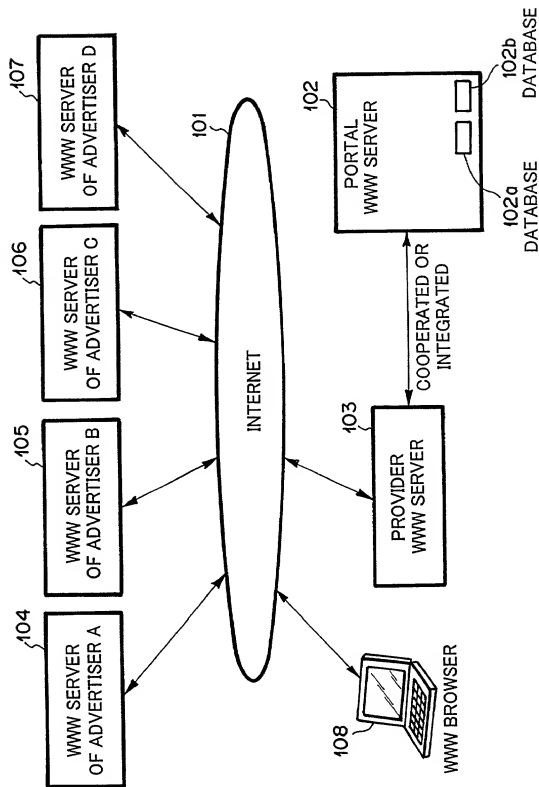


FIG.2

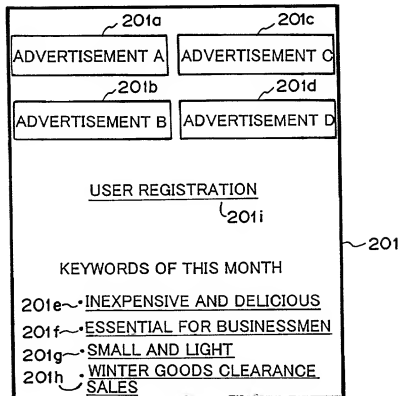


FIG.3

EXAMPLE OF STRUCTURE OF PAGES STORED
 IN WWW SERVER OF ADVERTISER A

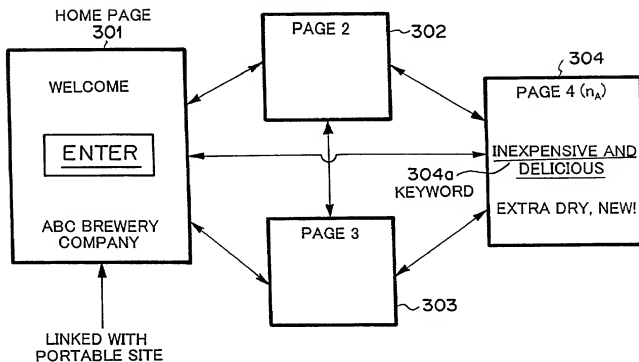


FIG. 4

EXAMPLE OF STRUCTURE OF PAGES STORED
 IN WWW SERVER OF ADVERTISER B

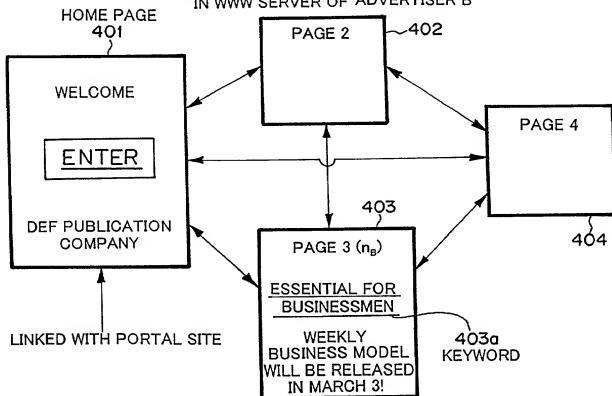


FIG. 5

EXAMPLE OF STRUCTURE OF PAGES STORED
 IN WWW SERVER OF ADVERTISER C

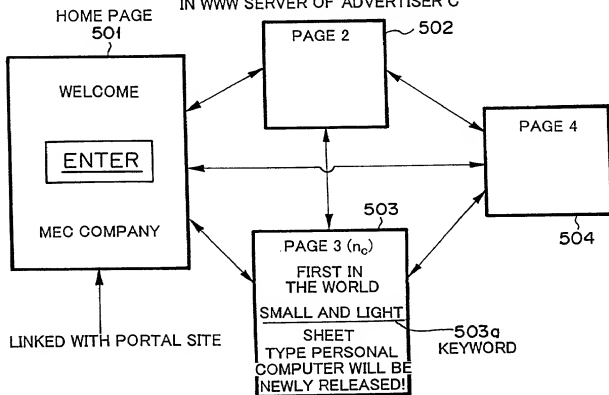


FIG. 6

EXAMPLE OF STRUCTURE OF PAGES STORED
IN WWW SERVER OF ADVERTISER D

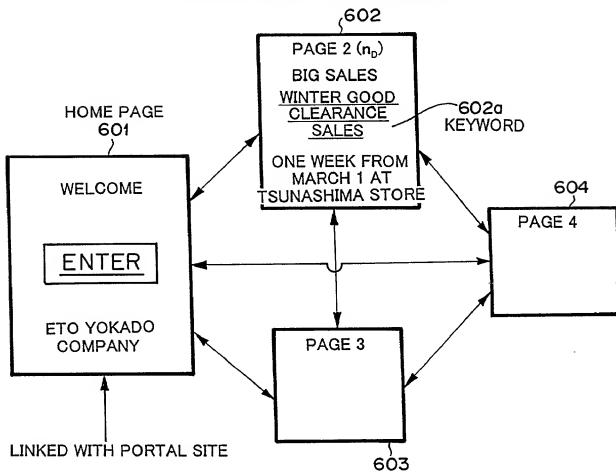


FIG. 7

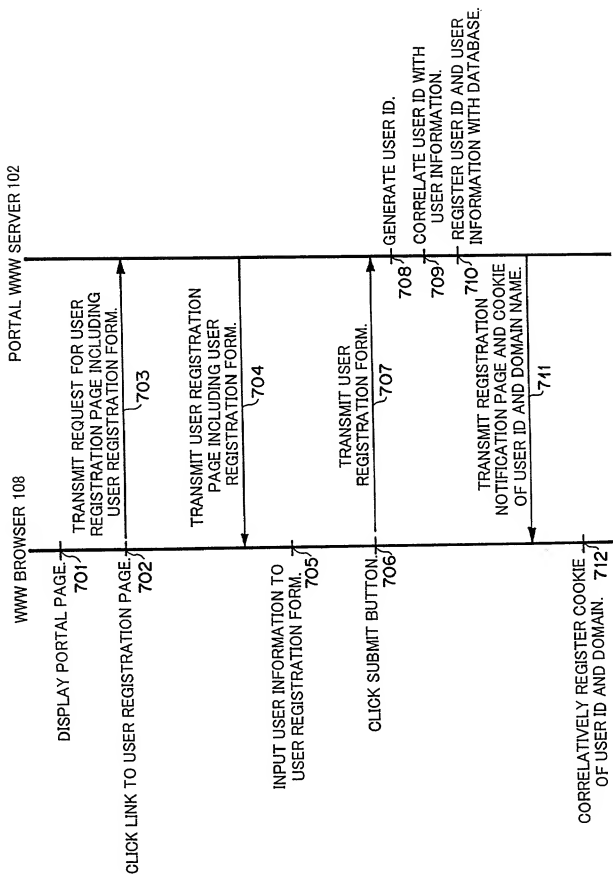


FIG.8

USER REGISTRATION PAGE
 801

USER REGISTRATION FORM
 801a

NAME 801b

E-MAIL ADDRESS 801c

ADDRESS 801d

TELEPHONE NUMBER 801e

801f 801g

FIG.9

REGISTRATION NOTIFICATION WEB PAGE
 901

YOUR USER INFORMATION
 HAS BEEN REGISTERED.

NAME : △△△△

E-MAIL ADDRESS: △△△@△△.△△

ADDRESS: △△△△

TELEPHONE
 NUMBER: △△△-△△△-△△△△

TO RETURN TO PORTAL PAGE,
 CLICK LINK BELOW.

[PORTAL A](#) 901b

COOKIE TRANSMITTED ALONG WITH REGISTRATION
 NOTIFICATION PAGE

FIG.10A

U I D = 1 2 3 4 5 ; domain=www.potal-a.co.jp

COOKIE REGISTERED BY WWW BROWSER

FIG.10B

www.potal-a.co.jp U I D 1 2 3 4 5

FIG. 11

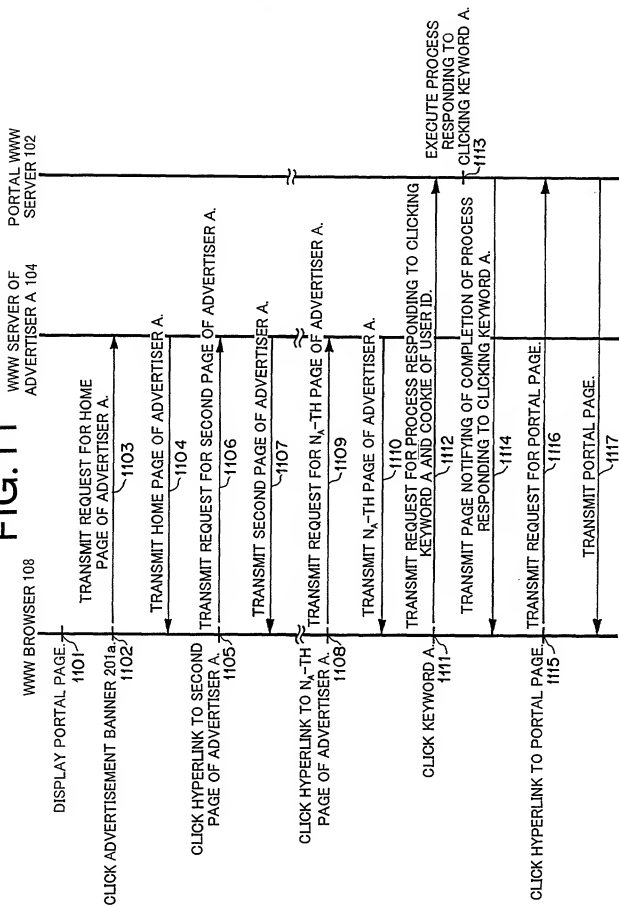


FIG.12

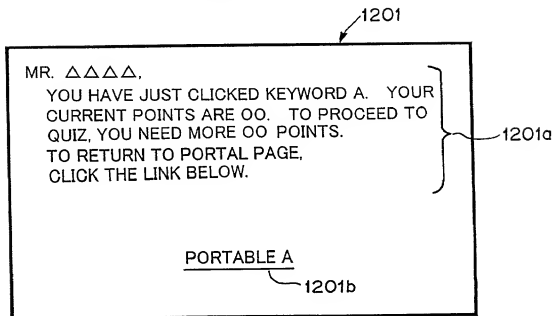


FIG.14

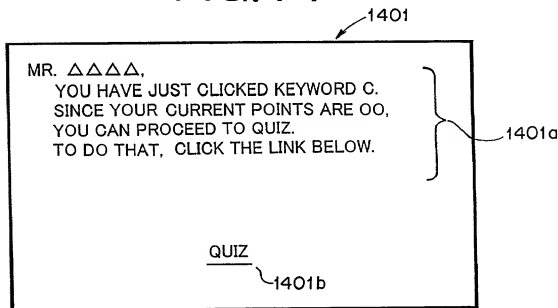


FIG. 13

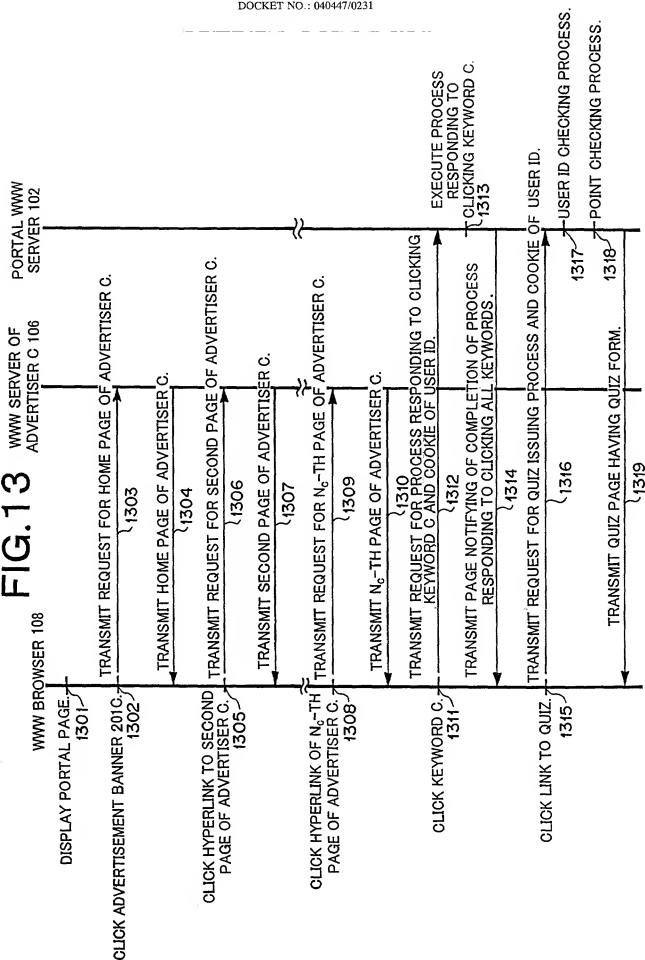


FIG. 15

1501

MR. △△△△,
SELECT ANSWERS TO THE QUESTIONS
BELOW AND THEN PRESS SUBMIT BUTTON.

QUIZ FORM
1501a

Q A, △△△△△△△

☒△△△

☐△△△

☐△△△

1501b

Q B, △△△△△△△

☒△△△

☐△△△

☐△△△

1501c

Q C, △△△△△△△

☒△△△

☐△△△

☐△△△

1501d

Q D, △△△△△△△

☒△△△

☐△△△

☐△△△

1501e

1501g

RESET

1501h

SUBMIT

1501f

USER ID (HIDDEN)

FIG. 16

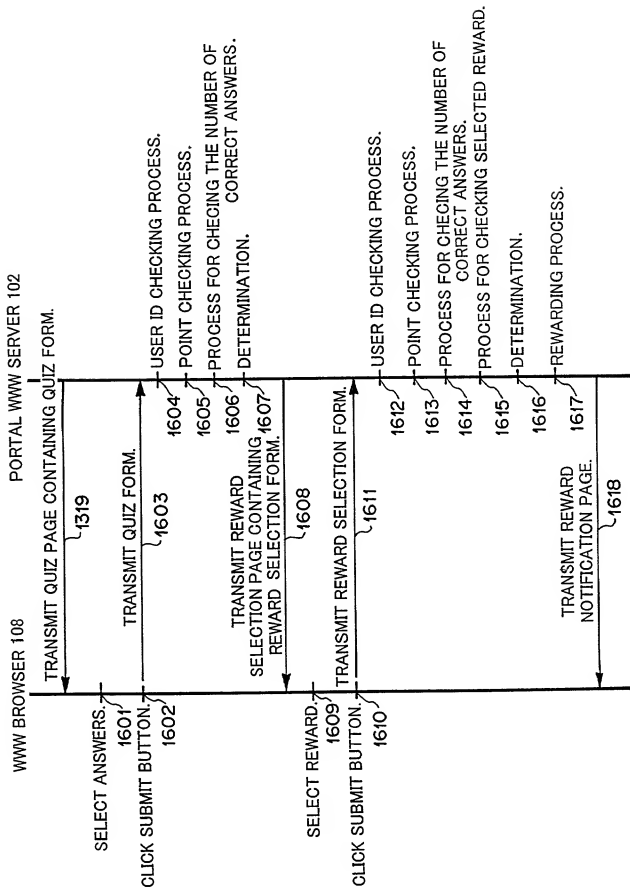


FIG.17

1701

MR. △△△△, CONGRATULATIONS!
YOU HAVE △△ CORRECT ANSWERS.
WE WILL GIVE YOU ONE OF REWARDS
BELOW. SELECT ONE OF THEM AND
THEN PRESS SUBMIT BUTTON.

1701a

1701b

1701c

☒ CONNECTION FEE ☐☐ % OFF
(2000.4.1 - 2000.4.30)

☐ REWARD A

☐ REWARD B

1701e

1701f

RESET

SUBMIT

1701d
USER ID (HIDDEN)

FIG.18

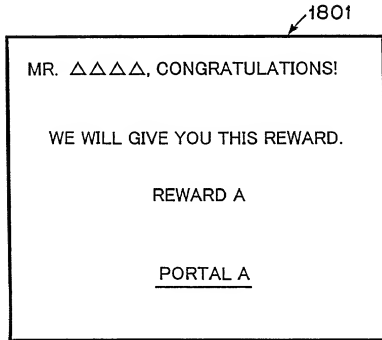


FIG.20

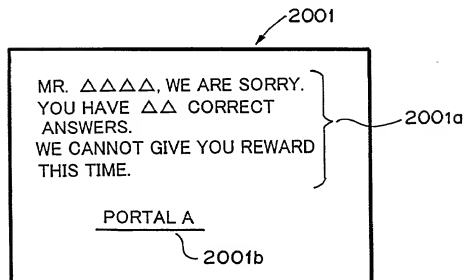


FIG. 19

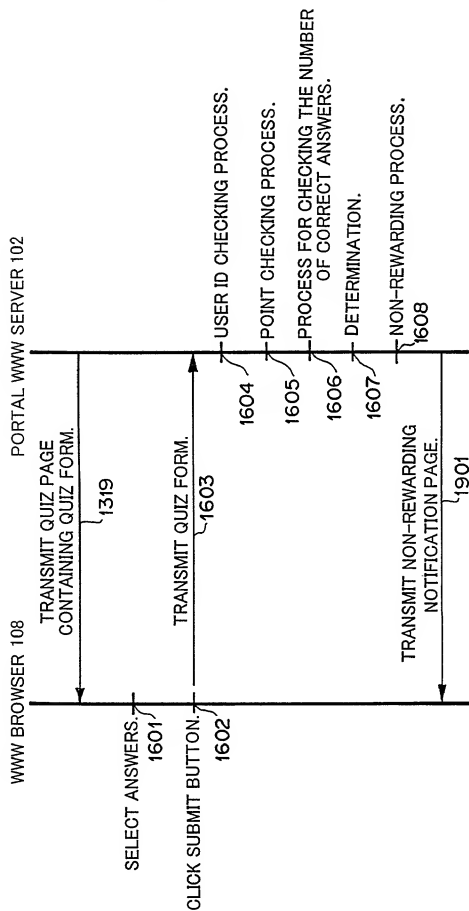


FIG.21

21a	USER ID	△△△△
21b	NAME	△△△△
21c	E-MAIL ADDRESS	△△△@△△.△△
21d	ADDRESS	△△△
21e	TELEPHONE NUMBER	△△△-△△△-△△△△
21f	KEYWORD A CLICK DATE/TIME	0000.00.00:00:00
21g	KEYWORD B CLICK DATE/TIME	0000.00.00:00:00
21h	KEYWORD C CLICK DATE/TIME	0000.00.00:00:00
21i	KEYWORD D CLICK DATE/TIME	0000.00.00:00:00

FIG.22

21a	USER ID	△△△△
21b	NAME	△△△△
21c	E-MAIL ADDRESS	△△△@△△.△△
21d	ADDRESS	△△△
21e	TELEPHONE NUMBER	△△△-△△△-△△△△
21f	KEYWORD A CLICK DATE/TIME	2000.03.01:21:30
21g	KEYWORD B CLICK DATE/TIME	0000.00.00:00:00
21h	KEYWORD C CLICK DATE/TIME	0000.00.00:00:00
21i	KEYWORD D CLICK DATE/TIME	0000.00.00:00:00

FIG.23

21a	USER ID	△△△△
21b	NAME	△△△△
21c	E-MAIL ADDRESS	△△△@△△.△△
21d	ADDRESS	△△△
21e	TELEPHONE NUMBER	△△△-△△△-△△△△
21f	KEYWORD A CLICK DATE/TIME	2000.03.01:21:30
21g	KEYWORD B CLICK DATE/TIME	2000.03.01:21:36
21h	KEYWORD C CLICK DATE/TIME	0000.00.00:00:00
21i	KEYWORD D CLICK DATE/TIME	2000.03.01:21:41

FIG.24

21a	USER ID	△△△△
21b	NAME	△△△△
21c	E-MAIL ADDRESS	△△△@△△.△△
21d	ADDRESS	△△△
21e	TELEPHONE NUMBER	△△△-△△△-△△△△
21f	KEYWORD A CLICK DATE/TIME	2000.03.01:21:30
21g	KEYWORD B CLICK DATE/TIME	2000.03.01:21:36
21h	KEYWORD C CLICK DATE/TIME	2000.03.01:21:48
21i	KEYWORD D CLICK DATE/TIME	2000.03.01:21:41

FIG.25

21a	USER ID	△△△△
21b	NAME	△△△△
21c	E-MAIL ADDRESS	△△△@△△.△△
21d	ADDRESS	△△△
21e	TELEPHONE NUMBER	△△△-△△△-△△△△
21f	KEYWORD A CLICK DATE/TIME	2000.03.01:21:30
21g	KEYWORD B CLICK DATE/TIME	2000.03.01:21:36
21h	KEYWORD C CLICK DATE/TIME	2000.03.01:21:48
21i	KEYWORD D CLICK DATE/TIME	2000.03.01:21:41
21j	POINT CHECK DATE/TIME	2000.03.01:21:50

FIG.26

21a	USER ID	△△△△
21b	NAME	△△△△
21c	E-MAIL ADDRESS	△△△@△△.△△
21d	ADDRESS	△△△
21e	TELEPHONE NUMBER	△△△-△△△-△△△△
21f	KEYWORD A CLICK DATE/TIME	2000.03.01:21:30
21g	KEYWORD B CLICK DATE/TIME	2000.03.01:21:36
21h	KEYWORD C CLICK DATE/TIME	2000.03.01:21:48
21i	KEYWORD D CLICK DATE/TIME	2000.03.01:21:41
21k	DATE/TIME OF CHECKING THE NUMBER OF CORRECT ANSWERS	2000.03.01:21:55

FIG.27

27a	USER ID	△△△△
27b	REWARD	△△△△

FIG.28

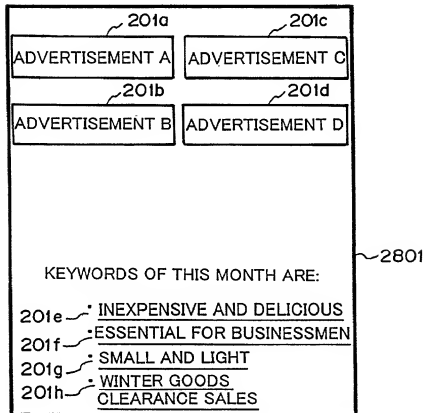


FIG.29

WWW BROWSER 108

PORTAL WWW SERVER 102

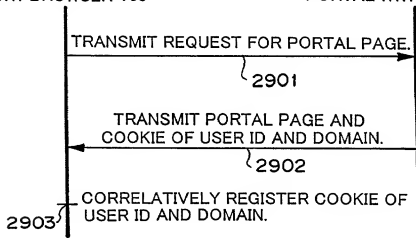


FIG.30

3001

CONGRATULATIONS!
YOUR HAVE △△ CORRECT ANSWERS.
WE WILL GIVE YOU ONE OF REWARDS BELOW.
INPUT YOUR NAME, ADDRESS,
AND SO FORTH, SELECT ONE OF REWARDS.
AND THEN PRESS SUBMIT BUTTON.

3001a

3001b

NAME 3001c

E-MAIL ADDRESS 3001d

ADDRESS 3001e

TELEPHONE NUMBER 3001f

3001g

☒ CONNECTION FEE ☐ % DISCOUNT
(2000.4.1 - 2000.4.30)

☐ REWARD A

☐ REWARD B

3001i

3001j

RESET

SUBMIT

3001h

USER ID (HIDDEN)

FIG.31

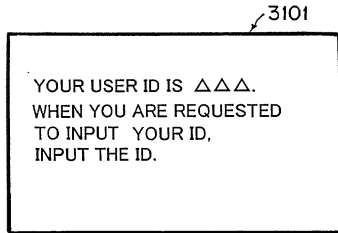


FIG.33

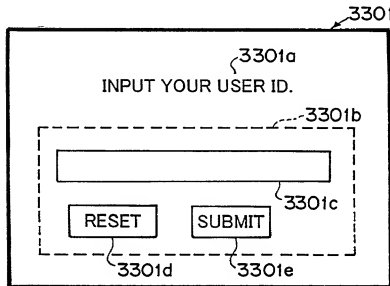


FIG.32

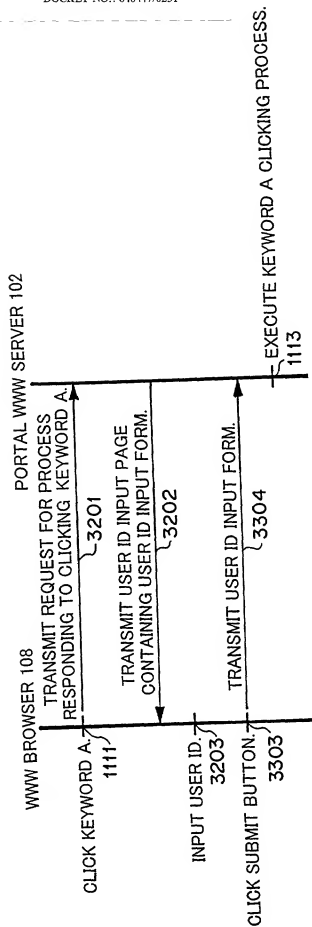


FIG.34

MR. $\Delta\Delta\Delta\Delta$,
YOU HAVE JUST CLICKED KEYWORD A.
YOUR CURRENT POINTS ARE 00.
TO PROCEED TO QUIZ, YOU NEED
MORE 00 POINTS.
THE FOLLOWING WEB SITES HAVE
THE OTHER KEYWORDS.

DEF PUBLICATION COMPANY

MEC COMPANY

ETO YOKADO COMPANY

FIG.35

3501

MR. ΔΔΔΔ,
YOU HAVE JUST CLICKED KEYWORD ΔΔ.
YOUR CURRENT POINTS ARE 00.
YOU CAN PROCEED TO QUIZ AND HAVE A
CHANGE TO GET REWARD.
YOU CAN ALSO SEARCH FOR OTHER KEYWORDS
TO GET MORE EXPENSIVE REWARD.
TO PROCEED TO QUIZ, CLICK THIS LINK.

QUIZ

3501a

TO SEARCH FOR MORE KEYWORDS,
CLICK THIS LINK.

PORTAL A

3501b